

Performance Indicators

Activity	1999 Actual	2000	2001 Proposed
		Estimated	
1 Consumer Outreach**--Number of attendees	N/A	N/A	120,000
2 Consumer Outreach**--Number of partners	N/A	N/A	30
3 Sustainable Landscaping***--Number of attendees	76,639	80,000	83,000
4 Resource Conservation^--Number of vendors	57	70	40
5 Resource Conservation^--Sponsor/retailer contributions	75,700	50,000	50,000
6 Resource Conservation^--Number of attendees	7,500	N/A	25,000
7 Assistance to Manufacturers^^--Manufacturers contacted	N/A	25	30
8 Assistance to Manufacturers^^--Manufacturers assisted	N/A	6	8
9 Assistance to Manufacturers^^--Manufacturers with increased use of recycled materials/products	N/A	2	4

**Consumer Outreach has been in the process of shifting its focus to work on a broader awareness and use of selected recycled products and sustainable building practices. In 2001, it will focus on increasing the use of recycled materials and products in the home construction and remodeling industry.

***Sustainable Landscaping promotes the use of sustainable landscaping materials by consumers and designers. The performance measure for the 2001 Northwest Flower & Garden Show will track the number of people visiting the demonstration garden and booth.

^Northwest EnviroExpo of the Resource Conservation program provides opportunities for the public to learn more about and buy recycled products and other environmentally sensitive products and practices. The second annual exposition was held April 2000. Results were positive: 91 vendors participated, sponsors contributed about \$89,000 in program support through vendor fees or supplementary advertising, and nearly 200 WashWise washing machines and 109 electric mulching mowers were sold during the two-day event.

^^Assistance to Manufacturers, called *LinkUp*, provides technical and marketing assistance to manufacturers. In 1998 and 1999, it focused on research and design. Its first full year of operation is 2000.